



Atlanta Named Number Most Popular City for African-American Travelers

ATLANTA (January 15, 2004) – The Atlanta Convention and Visitors Bureau (ACVB) is pleased to announce that Atlanta has been named “America’s most popular city for African-American travelers,” according to the Travel Industry Association of America (TIA).

TIA’s Minority Travel Report, based on a survey of 300,000 African-American, Asian-American and Hispanic-American households conducted in 2002, states that African-American travel volume increased four percent between 2000 and 2002. Of the more than 17.3 million visitors to Atlanta last year, as much as 25 percent were African-Americans.

“Atlanta has established itself as a diverse city that welcomes visitors to celebrate our rich cultural heritage,” said Kathleen Bertrand, ACVB vice president of community affairs. “Several internationally-recognized African-American leaders are from Atlanta or have established roots here, strengthening Atlanta’s position as a center for black business, education and history.”

In 1990 the ACVB implemented a strategic marketing campaign to attract African-American tourists. Home of the Martin Luther King Jr. National Historic Site, the annual National Black Arts Festival, the largest conglomeration of historically black colleges and universities and a top destination for African-American family reunions, Atlanta has preserved and supported the components that make it an attractive destination for heritage tourism. In addition to aggressive print advertising in African-American hospitality trade and general interest publications, the ACVB issues an annual multicultural tourism guide available in print format or online at www.atlantaheritage.com.

“Atlanta is not only a great city to visit but it is also a great place to live and do business,” said Thomas W. Dortch, Jr., ACVB diversity marketing committee chairman. “Because of our great leadership and the big hearts of our citizens, our doors will always be open to our visitors.”

In addition to attracting the leisure market, the ACVB is host to several large African-American meetings and conventions. In 2004 these shows, including The Atlanta Football Classic, Bronner Brothers International Hair Show and T.D. Jake Ministries’ Manpower Conference and Woman, Thou Art Loosed!, are expected to draw more than

350,000 black visitors. The ACVB has a sales manager specializing in family reunions to service the business segment which booked more than 25,000 room nights in 2003.

Additionally, Atlanta was voted “America’s number one city for African-Americans,” according to a survey conducted by *Ebony* magazine in 1997. Other top cities cited in TIA’s report were Orlando, Washington, D.C. and Dallas.

Established in 1913, the ACVB is a private, non-profit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace, and favorably impact the Atlanta economy through conventions and tourism.

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